



Advisory Council lends its broad expertise to the Home Improvement eRetailer Summit's Agenda

FOR IMMEDIATE RELEASE

July 7, 2020

Contact: Sonya Ruff Jarvis, 203-295-3385
Sruffjarvis@eretailersummit.com

As it enters its fifth year, the Home Improvement eRetailer Summit, scheduled to take place on March 7-9, 2021 in Chicago, continues to rely deeply on its Advisory Council members for guidance about programming and speakers.

Jay Patel, product manager with Zoro, the online B2B home-improvement retailer, is a new addition to the Advisory Council. "I think being on the Summit's Advisory Council is going to be a great benefit to be around like-minded leaders who are continuing to evolve their industry knowledge and network at the same time," he says. "We all face similar challenges within our respective industries, and the Summit brings to the forefront how those challenges are impacting the retail market and what other retailers have done to navigate their teams through those challenges."

Another new Council member, Asa Farquhar, Vice President with Spreetail, the online retailer that specializes in home, backyard, and garage products, recalls that after attending last year's Summit, "we gained not only valuable insights into the industry but also relationships with peers and vendor partners that are already paying off in 2020."

What he especially likes about the Summit—and what distinguishes it from other industry events—is "the intimate environment and its specialized nature."

Returning to the Advisory Council is Curt Vitale, account manager for Firefly Buys. He agrees that the event's intimate setting allows for in-depth conversations and shared learning beyond what a normal show floor might offer. The varied presentations provide key insights about trends, new technologies, customer wants and needs.

“There is a mix of experts and businesses looking for expertise, which leads to better understanding of the relationships between manufacturers, sellers, service providers and end consumers,” Vitale says.

Veteran council member Brian Fricano, CEO of Sustainable Supply, thinks the Summit’s uniqueness lies in its focus on the hardware industry. “Combined with the one-on-one meetings, the event not only provides great content but also opportunities to meet with new suppliers and expand our product offering. As a member of the Advisory Council, I’m able to network with my peers in the hardware industry, exchange best practices, and share ideas about all aspects of running an e-commerce company.”

Founding council member Michael Hargrave, Senior Merchant at Goedeker’s, notes that where many conferences offer educational content and networking opportunities, “the small-group nature of our Summit fosters interactive discussions in a collegial and genuinely friendly environment.”

Hargrave goes on to say “It really facilitates the attendees’ common goal of better understanding the dynamic world of today’s digital ecommerce, where they can comfortably ask questions without feeling dumb. Our attendees can interact with experts that provide valuable and actionable insights on areas such as Industry Trends, Visual Search, SEO and Influencers. These experts are some smart folks, who provide success examples that give me confidence and have helped me drive success for my company and my own personal growth.”

Hargrave infers that his bottom line is the “comfortable interaction” the Summit affords its participants. “Even though it [lasts] only a couple days, if I had any questions or was in need of counsel, I would not hesitate to follow up with some of the great folks that I have been fortunate to meet at the Summit.”

Advisory Council member Elizabeth Ragone, Direct-to-Consumer General Manager at Boscov’s, asserts that the Summit is an essential event because “ecommerce is not the future; it’s the present. We have to understand how it works with our business. Otherwise, we may not survive.”

Just as the council members benefit from the Summit, so does their participation reward the event.

“We are blessed to have an Advisory Council that is involved and enthusiastic about the industry and the businesses in it, and council members who are willing to share their expertise with our event and its attendees,” says Sonya Ruff Jarvis, the Home Improvement eRetailer Summit’s founder.

For more information about the upcoming Summit, contact Sonya Ruff Jarvis, founder at sruffjarvis@eretailersummit.com, or 203-295-3385.

The Home Improvement eRetailer Summit is the only face-to-face North American event that focuses on home improvement ecommerce through networking, education, and one-to-one meetings. It is designed for all types of retailers, manufacturers, distributors and industry professionals who are interested in gaining intelligence and insights on how to optimize the internet as a distribution channel to sell more home improvement products. The Summit is owned and operated by the JC Event Group a minority woman- owned small business.

www.etailersummit.com